

EMILY JOHNSON

Freelance Copywriter

(512) 555-4126

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United States, Austin, TX

PROFESSIONAL SUMMARY

Creative and results-driven copywriter with experience in producing high-converting ad copy, landing pages, and email marketing campaigns. Expert in crafting compelling brand stories and developing unique brand voices that resonate with target audiences.

EDUCATION

2016 - 2020

Bachelor of Science in Marketing

Southwest Texas State University / United States

- Relevant coursework: Consumer Behavior, Digital Marketing, Advertising, Brand Management

Advanced Copywriting Certificate

American Writers & Artists Institute (AWAI) / Issued: July 2022

Digital Marketing & Copywriting

HubSpot Academy / Issued: June 2021

Email Marketing Certification

MailChimp Academy / Issued: March 2020

SKILLS

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|---|--------|
| Persuasive Writing & Storytelling | Expert |
| Brand Voice Development | Expert |
| Landing Page & Conversion Optimization. | Expert |
| Email Marketing & Automation | Expert |
| SEO & Content Strategy | Expert |
| Market Research & Consumer Psychology | Expert |

AWARDS

- Freelancer Excellence Award (Upwork, 2022)

EXPERIENCE

2022 - Now

Freelance Copywriter

Self-Employed / United States, Austin, TX

- Create persuasive ad copy and content strategies for clients across industries such as e-commerce, SaaS, healthcare, and lifestyle.
- Develop high-converting landing pages and lead magnets that have resulted in significant increases in conversion rates for clients.
- Partner with graphic designers, digital marketers, and business owners to create cohesive, cross-platform campaigns.
- Conduct in-depth market research to tailor content and messaging to specific target demographics, optimizing customer engagement.

2021 - 2022

Junior Copywriter

BrightStar Advertising Agency / United States, Austin, TX

- Collaborated with senior copywriters to draft and refine ad copy for a variety of clients, including tech, retail, and health & wellness brands.
- Conducted market research to ensure copy was aligned with target audience preferences, competitor strategies, and industry trends.
- Assisted in the development of social media copy and blog posts that contributed to increased audience engagement and brand awareness.
- Managed content calendars and supported project timelines, ensuring timely delivery of campaign materials.

ADDITIONAL INFORMATION

- Portfolio:** View my portfolio of work at www.emilyjohnsoncopy.com.
- Languages:** Fluent in English and Spanish, with strong writing skills in both languages.
- Volunteer Work:** Content creation for local non-profits, including fundraising campaign copy and website content.